

## Message Text

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17

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 SS-20 EB-11 RSC-01 /058 R

66617

DRAFTED BY: COM/OIM/SAD/RFGOOTENBERG

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/OIM/SAD/BRYNO

COM/OIM/SE/HHEIKENAN

EUR/WE - R. GALLAGHER

----- 007143

R 082101Z APR 74

FM SECSTATE WASHDC

TO AMCONSUL MILAN

INFO AMEMBASSY ROME

UNCLAS STATE 070667

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: FY-75 IN-STORE PROMOTIONS

REF: MILAN 0344

1. RECENT BUDGETARY RESTRICTIONS NECESSITATE REDUCTION  
IN FISCAL 1975 IN-STORE PROMOTION SUPPORT FUNDS FOR  
ITALY, AMONG OTHER COUNTRIES. AS A RESULT ANSWERS  
TO QUESTIONS RAISED IN REFTEL FOLLOW.

2. COMMITMENT TO LA STANDA REMAINS 50,000 DOLLARS,  
DESPITE STORE'S RECENT REQUEST FOR DOUBLE THAT AMOUNT.  
COMMERCE HAS NEVER CONTRIBUTED MORE THAN 50,000 DOLLARS  
TO ANY ONE PROMOTION, AND HAS NO MORE THAN THIS SUM  
AVAILABLE TO SUPPORT LA STANDA. THIS CONFIRMS CHARLES  
JOHNSON UNDERSTANDING WITH STORE'S BUYING TEAM AT KIRBY  
BLOCK, N.Y.C. IN FEBRUARY.

3. FUNDS FOR PROPOSED LARINASCENTE PROJECT ELIMINATED  
FROM FY 1975 BUDGET, BECAUSE OF NECESSARY REDUCTIONS IN  
OVERALL BUDGET. SUGGEST EMBASSY SIGN LETTER OF INTENT  
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FOR PROMOTION TO TAKE PLACE OCTOBER 1975, BUT STATE IN

LETTER THAT DEPENDENT UPON FUNDS THAT MAY BECOME AVAILABLE ONLY IN FY 1976.

4. AS TO PROPOSED USDA PARTICIPATION IN LA STANDA OR LARINASCENTE EVENTS, USDA INFORMS COMMERCE THAT AGRICULTURAL ATTACHE MUST FORMALLY SUBMIT REQUEST TO USDA FOR CONSIDERATION OF ASSISTANCE TO POINT OF PURCHASE FOOD PROMOTION. RUSH

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 APR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974STATE070667  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** COM/OIM/SAD/RFGOOTENBERG  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
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**Page Count:** 2  
**Previous Channel Indicators:**  
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**Previous Handling Restrictions:** n/a  
**Reference:** MILAN 0344  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** smithrj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 JUN 2002 by bryansd0>; APPROVED <18 DEC 2002 by smithrj>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** FY-75 IN-STORE PROMOTIONS  
**TAGS:** BEXP, IT  
**To:** MILAN  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005